

MKT06

PERSONALIZED HORTICULTURAL ADVERTISING: EXPLORING THE INFLUENCE OF CONSUMER-MODEL SIMILARITY

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Abstract

This study used an online sample of 527 women to investigate the influence of ethnic and age congruence with endorsers in social media ads on ad personalization, ad evaluation, and purchase intention. Serial mediation analysis results indicated that congruent (vs. incongruent) age and ethnicity led to higher perceived personalization, ad evaluation, and purchase intention.

Conference Track

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